



SA2



WORLD SYNC

Master Data Services for Global Commerce



INDICOD-ECR

Istituto per le imprese di beni di consumo

Member of



GDSN is gaining Pace

Indicod Congress 25 February 2009, Milano

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- Historical Facts about the benefits of standardization
- GDSN is gaining pace
- GDSN Adoption: Success Factors

- SA2 Worldsync: Mission & Corporate Structure
- SA2 Customers & Geographical Reach
- SA2 Solutions Overview

- Summary - Conclusion

Historical Facts about Standardization Quing Dynasty China (1644 – 1912)



268 years of sovereignty after unifying China

What were the Quing Dynasty success factors?

- Standard currency



- Standard character set



- Standard traffic / road system

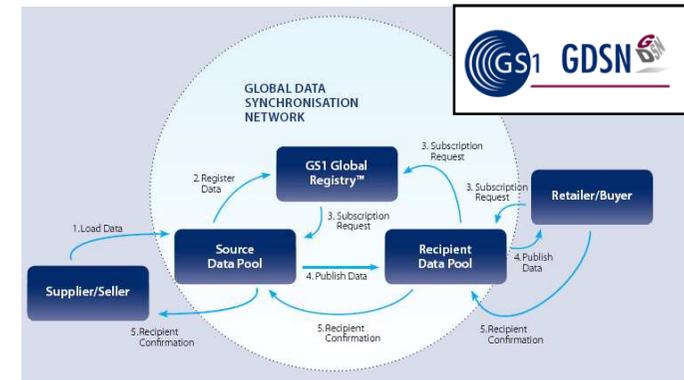


Historical Facts about Standardization Quing Dynasty China (1644 – 1912)

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Equivalent in Global Data Sync

ID Standards
Standard Attribute Set

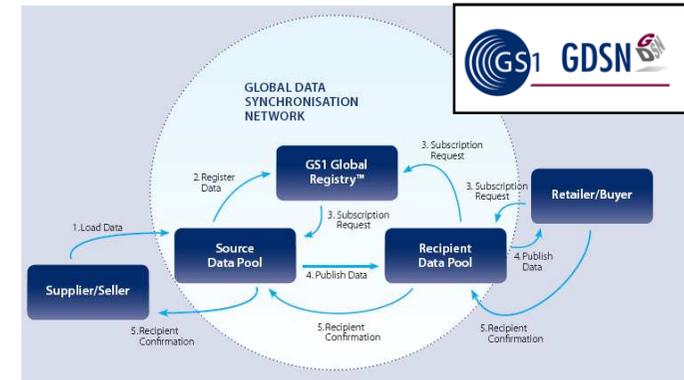
Message Standards

Global Data Sync Network (GDSN)

Historical Facts about Standardization Quing Dynasty China (1644 – 1912)

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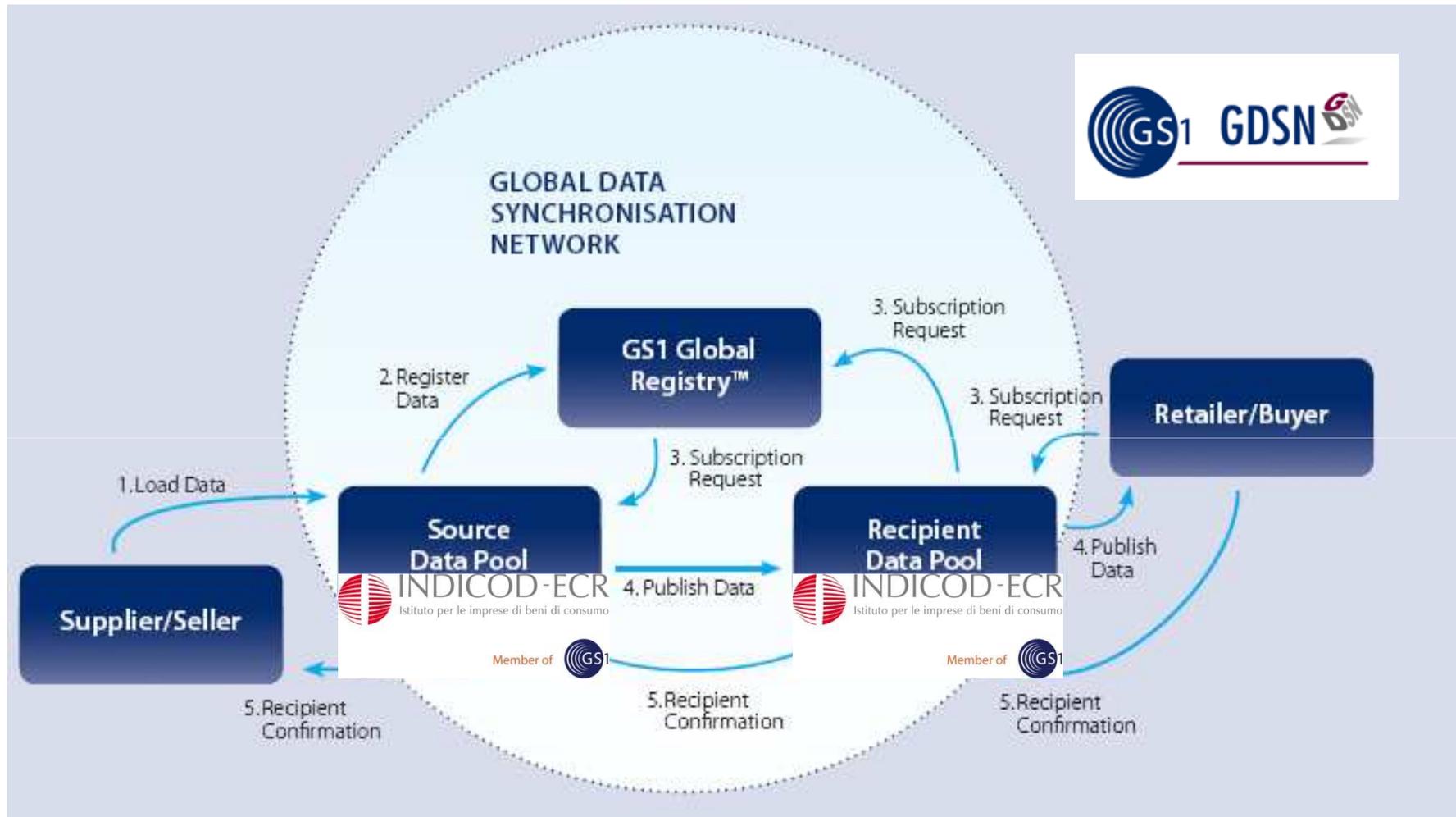
What were the Quing Dynasty
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Equivalent in Global Data Sync

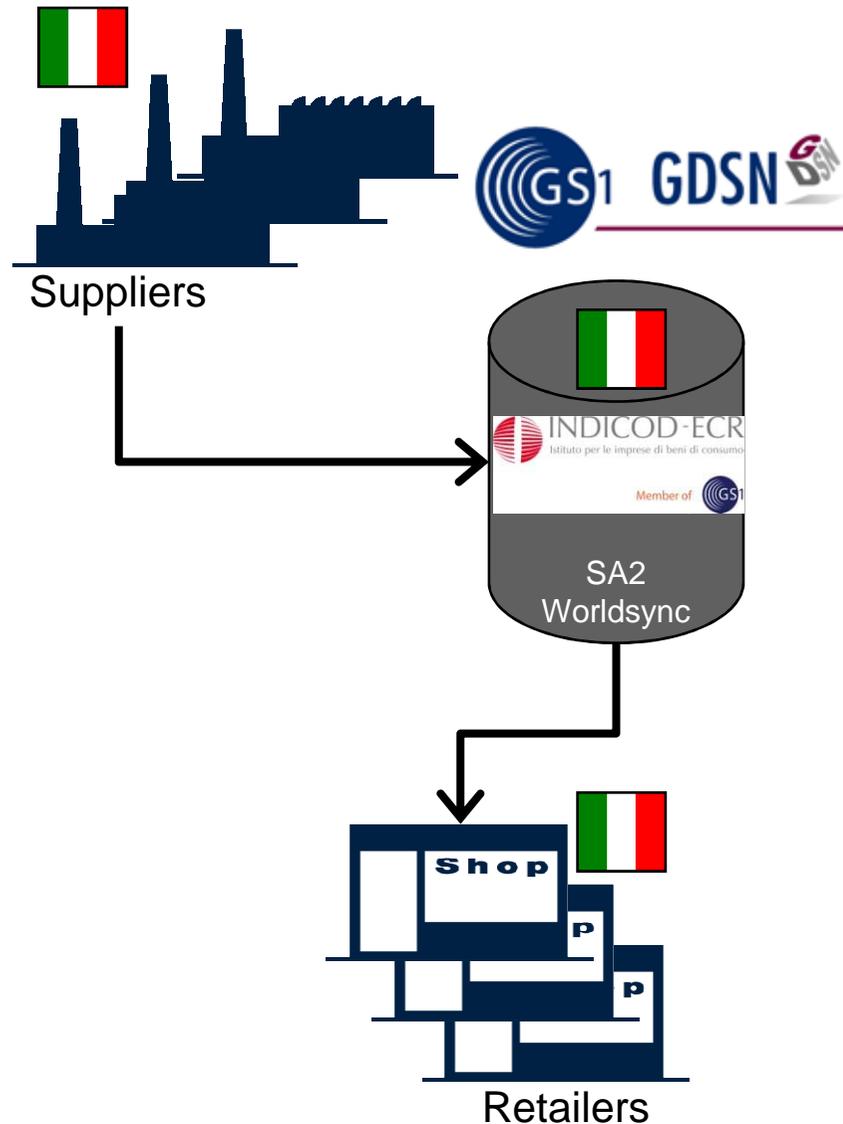
Global Data Sync (GDS) prepared
for 268 years deployment?

GDSN Based Item Sync is gaining PACE...



"Synchronizing accurate & properly classified data brings business benefits"

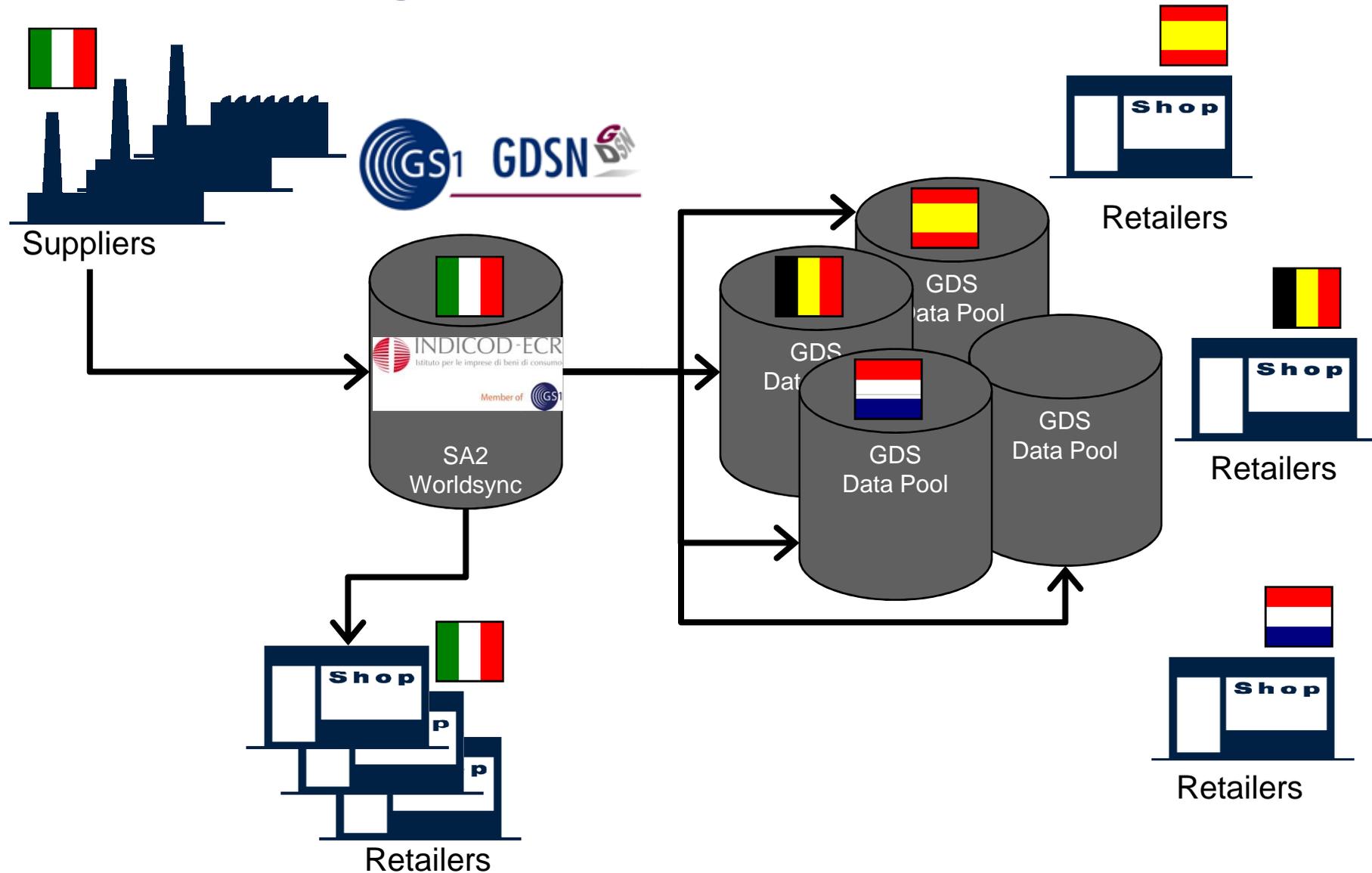
Synchronizing accurate & properly classified Master Data brings Business Benefits



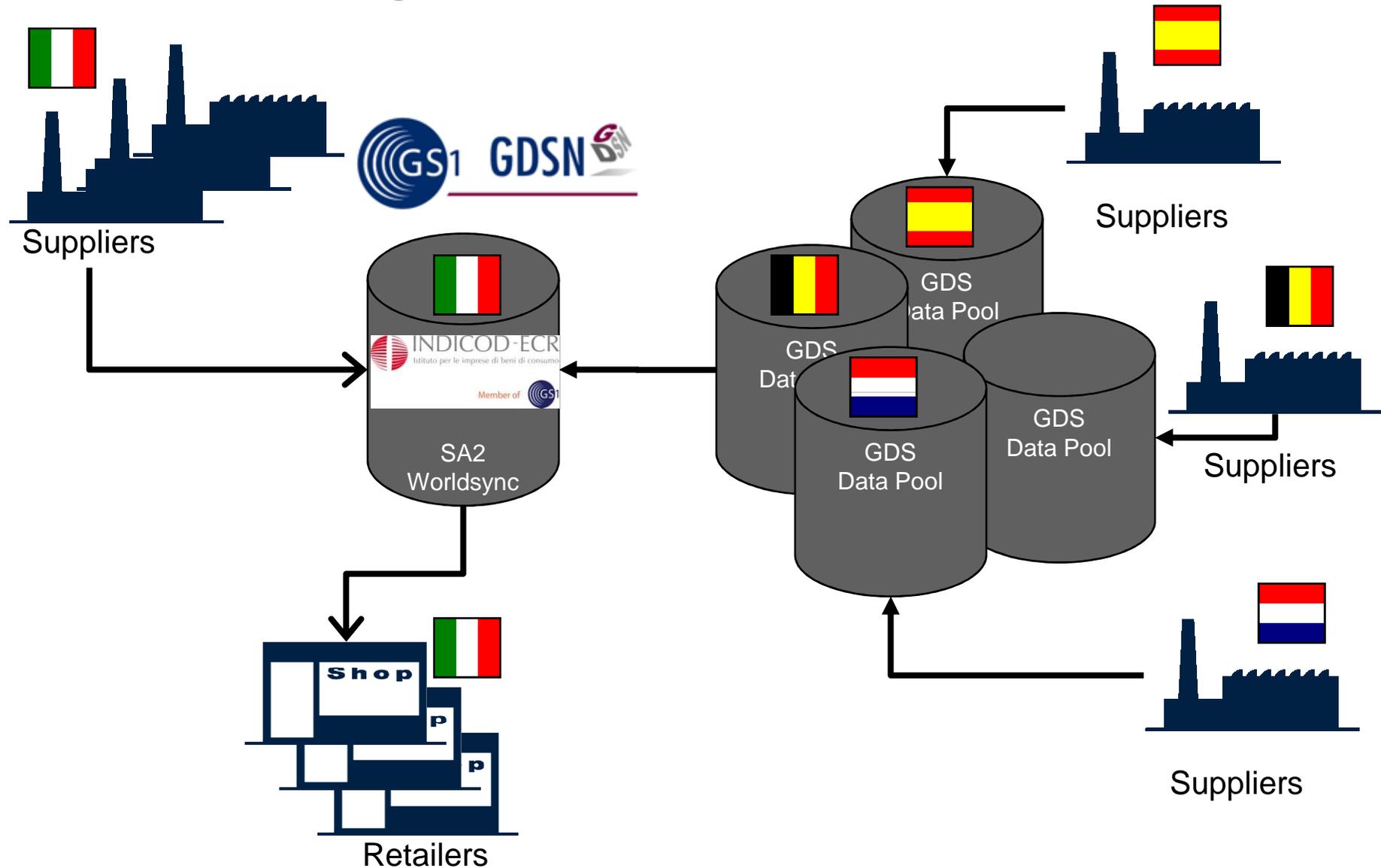
Data Pool Benefits

- Single Point of Entry:
One Pool connection instead of hundreds point-to-point connections
 - Domestic trading partners
 - Foreign trading partners
- Standardized content
 - Attribute set; unambiguous definitions
 - Standard message formats
- Data Validation
 - Message syntax
 - Content; semantic

Synchronizing accurate & properly classified Master Data brings Business Benefits



Synchronizing accurate & properly classified Master Data brings Business Benefits



GDSN Principles – Benefits

Data Synchronization means:



METRO Group

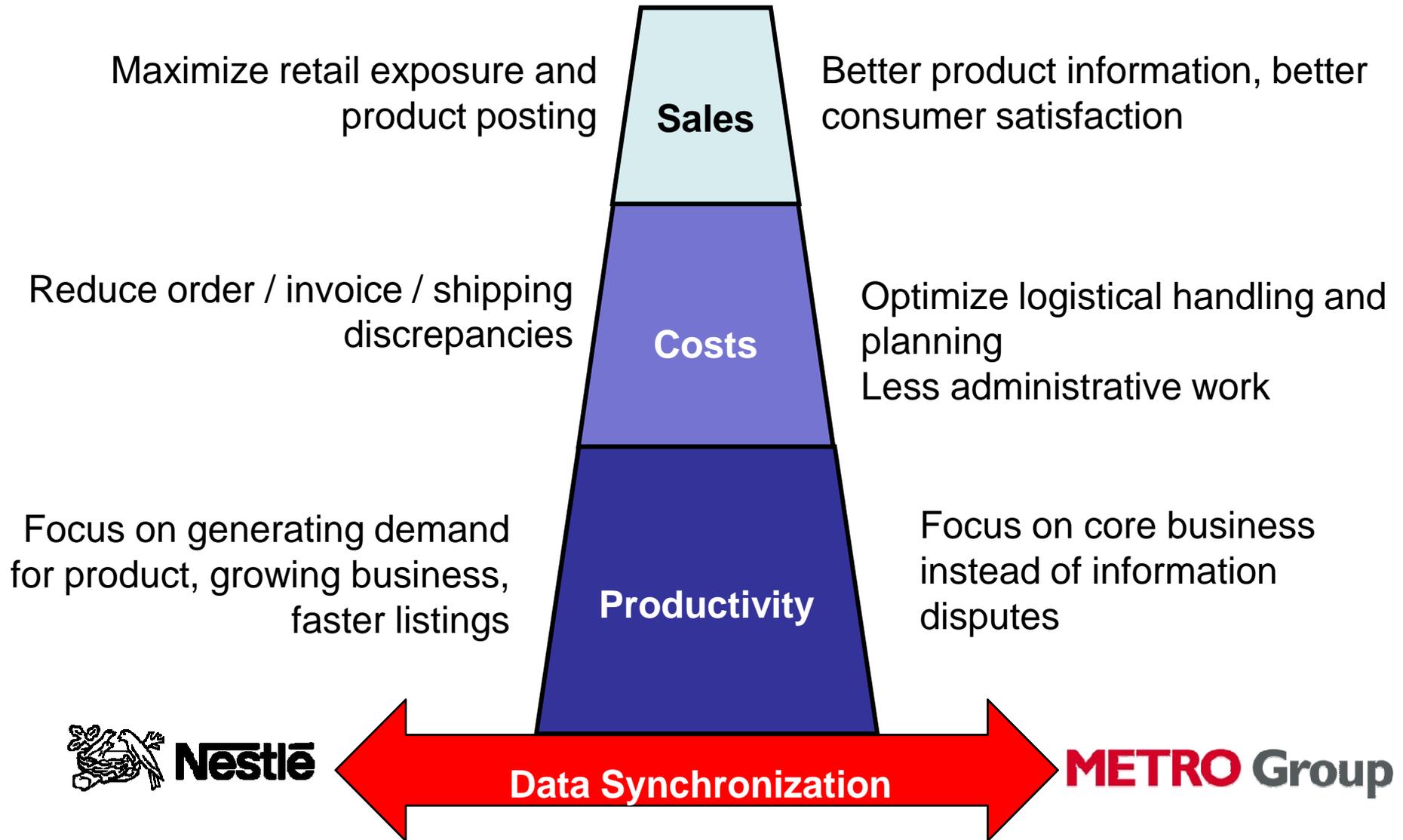


- Height
- Width
- Depth
- Weight
- Pieces/Package
- Packages/Pallet
- GTIN
- ...



Source: METRO Group, Nestlé, ECR Europe 2008, Berlin

GDSN Principles – Benefits Impact on Value Chain



Source: METRO Group, Nestlé, ECR Europe 2008, Berlin

Supplier Benefits, extract:

- Time-to-shelf: reduced of 2 to 6 weeks
- Order & item administration: improved by 67%
- Item data issues in sales process: reduced by 25% to 55%
- new item introductions: quicker and easier

Retailer Benefits, extract:

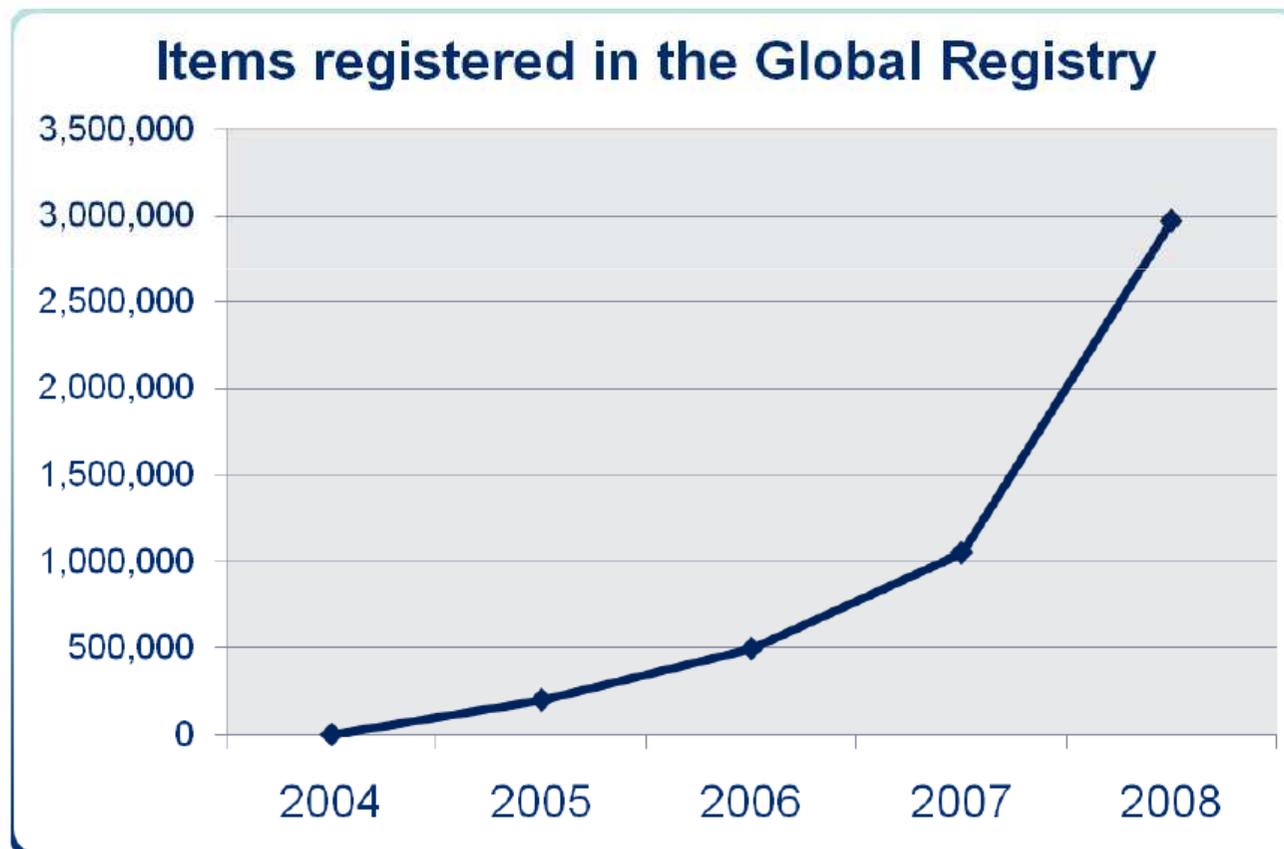
- Order & item administration: improved by 50%
- Coupon rejection at checkout: reduced by 40%
- Data management efforts: reduced by 30%
- Out-of-stock items: reduced from 8% to 3%

Source: Case Studies run by Accenture and Cap Gemini

GDSN Based Item Sync is gaining PACE...



Increased momentum towards adoption



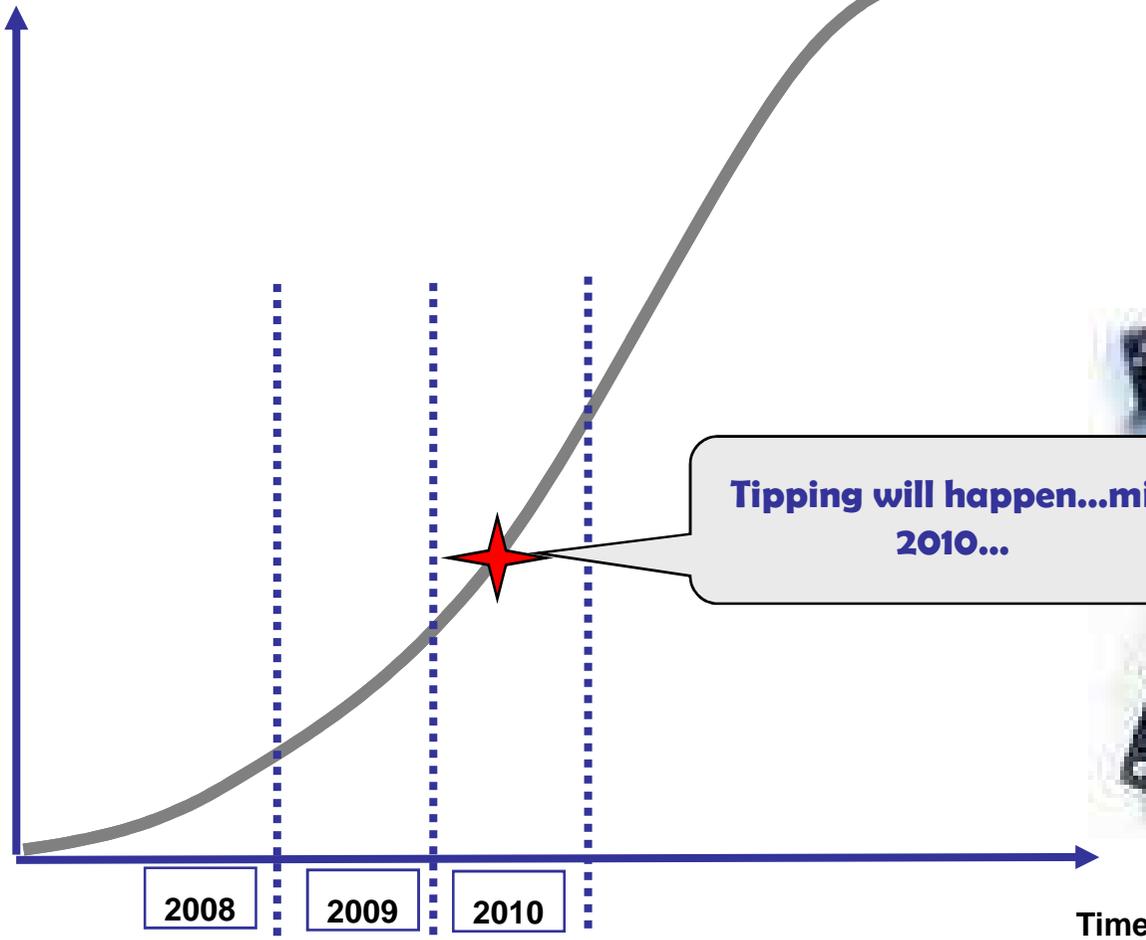
Trading Partners:
from **200** in 2005
to **17,160** in 2008

Certified Data Pools:
from **7** in 2005
to **24** in 2008

Source: Sally Herbert, GDSN Inc.: GS1 in Europe, Paris, October 2008

GDSN Based Item Sync is gaining PACE... Tipping Timetable

Adoption / Volume



GDSN Based Item Sync is gaining PACE...

What are the Success factors?

- Adoption of GDS depends heavily on **retailer commitment** and readiness...
- **Multi-national companies** (retailers & manufacturers) **are the key** for success in early stages of GDS deployment
 - readiness varies greatly by geography and local market status
- The real benefits comes with critical mass which means to **involve SMEs from the very beginning**.
- Master Data must be **leveraged** in everyday **business transactions** and in **supply chain management**.
- ...

GDSN Based Item Sync is gaining PACE...

What are the Success factors?

- ...
- Master Data received from GDSN should be **integrated directly into backend systems.**
- GDSN Certified Data Pools & GS1 Organizations continue to play a critical role in **education, training** and adoption of the initial Master Data Alignment process
- **CALLABORATION BETWEEN ALL KEY PLAYERS MUST IMPROVE...**
 - Data Pools
 - GS1 Organizations
 - Trading Partners (retailers & manufacturers)

How to increase GDSN Adoption...

Training & Education

- GDSN Concept, value proposition, adoption & progress updates
- Increasing awareness – retailer / supplier summits
- Customer specific – education programs

Consultancy & Professional Services

- GDSN Assessment & Deployment Programs
 - Analyzing user readiness (operational & technical levels)
 - Providing clear engagement roadmap
 - Developing “business-case” with clear KPIs

Enablement programs

- Technology support
- Complete solution offerings (PIM, WebEDI & DP functionalities)

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- Indicod - Ecr / GS1 & SA2 Worldsynchron**

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- Indicod - Ecr / GS1**

Enablement programs

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 - Complete solution offerings (PIM, WebEDI & DP functionalities)
- SA2 Worldsynchron**

SA2 Worldsync Mission & Principles



SA2 Worldsync

- is a leading global data sync company, based on
 - global reach and local presence
 - high end technology
 - integrated solution approach
- is an active partner in international standardization within GS1
- is expert to ensure high data quality
- is the leading solution provider for integrated data services alongside the supply chain

SA2 Corporate Structure & Geographical Reach



Global Reach:

- 2,700 SA2 user companies
- 17,000 additional users via the GDSN community
- 4 Mio items in Pool
- 2 Mio. transactions per year

Local Presence (Office Locations):

- Cologne, Germany (Headquarter)
- Alexandria (USA)
- London (UK), Tokio (Japan)
- Moscow (Russia) , Poznan (Poland)

SA2 Global Reach and Local Presence



Western Europe (10):

- Austria
- Belgium
- France
- Germany
- Ireland (GS1 Franchise Partnership)
- Italy (GS1 Franchise Partnership)
- Netherlands
- Spain
- Switzerland
- UK

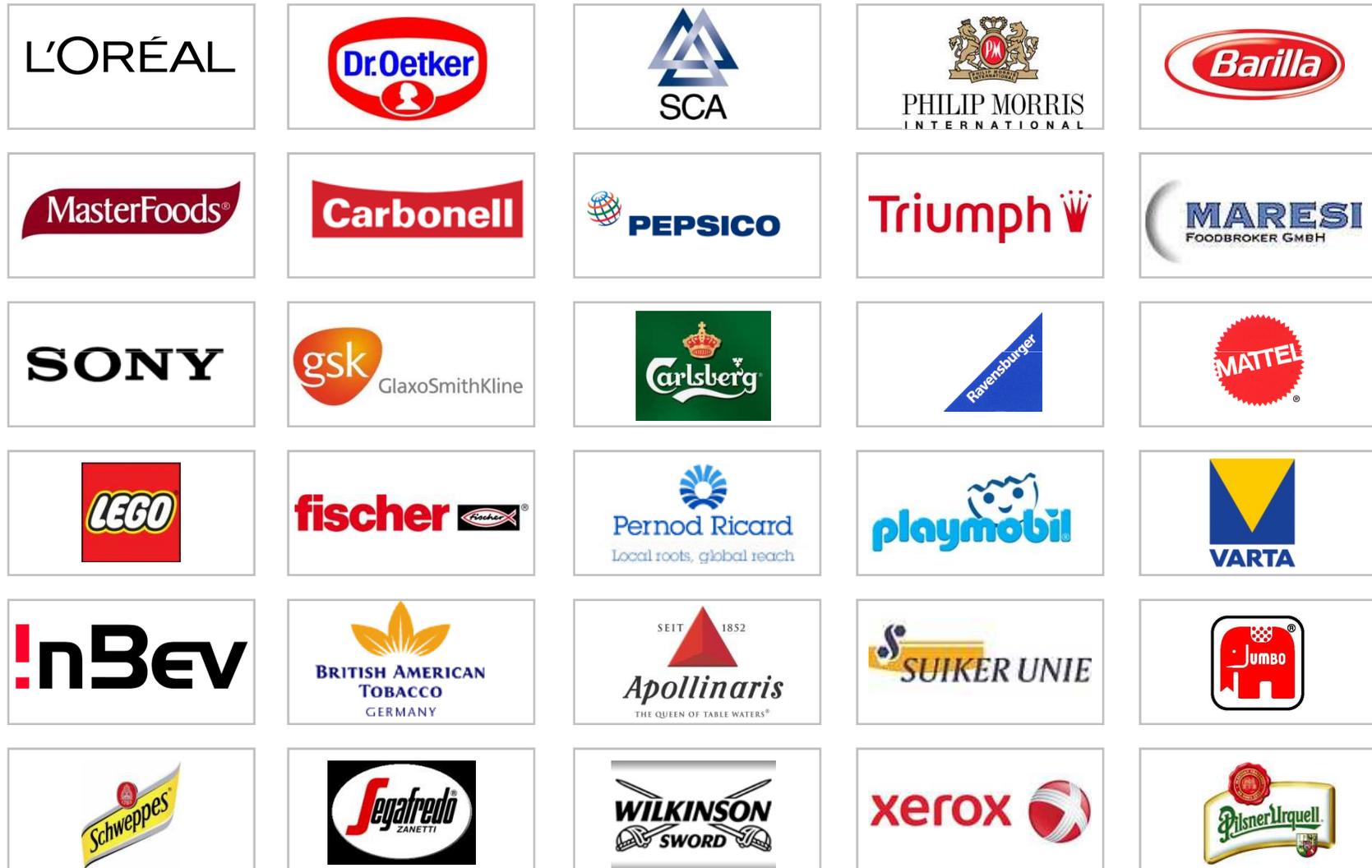
Europe (North / East), Asia, America (10)

- Denmark (GS1 Franchise Partnership)
- Finland (GS1 Franchise Partnership)
- Sweden
- Estonia (GS1 Franchise Partnership)
- Hungary
- Poland (GS1 Joint Venture)
- Romania (GS1 Franchise Partnership)
- Russia (GS1 Joint Venture)
- Japan
- USA

SA2 Retail Customers, extract



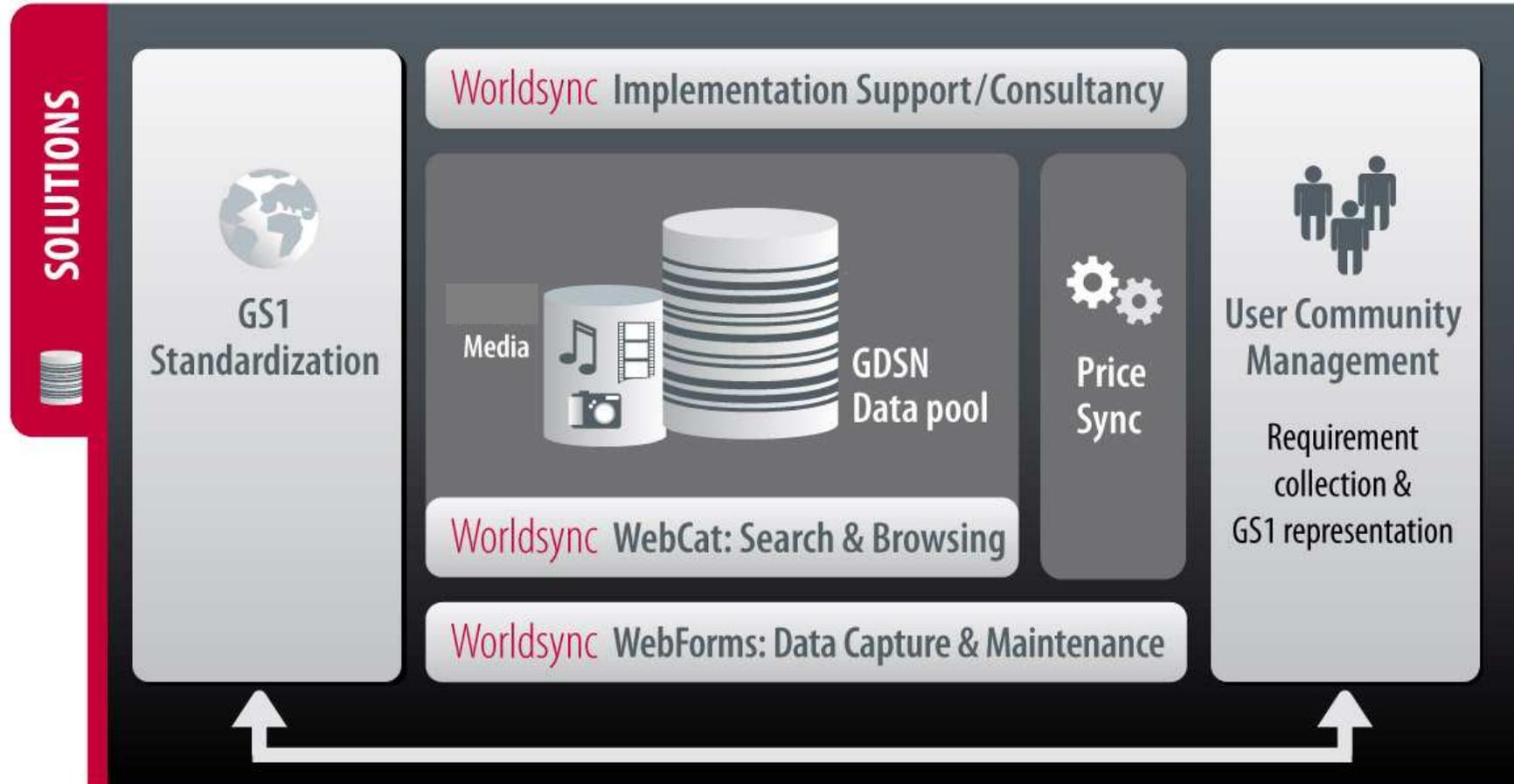
SA2 Supplier Customers, extract



SA2 Supplier Customers, extract



SA2 Solutions to support Indicod - ECR



SA2 WebForms: Data Capture & - Maintenance

Security: Authentication and Authorization

The screenshot displays a Mozilla Firefox browser window with the following details:

- Browser Title:** Anmeldung - Mozilla Firefox
- Address Bar:** http://test.sa2worldsync.com/catalog/operaportal/index.do
- Page Content:**
 - SA2 | **WORLDSYNC** Master Data Services for Global Commerce
 - Image of a shopping basket
 - Form fields:
 - Benutzername: adminpim
 - ILN: 4000004000002
 - Kennwort: *****
 - Login button
 - Footer: © 2008 SA2 Worldsync GmbH, Köln

Fertig

SA2 WebForms: Create & Publish new item

Data Quality: Online Validations

The screenshot displays the SA2 WebForms application in a Mozilla Firefox browser window. The browser's address bar shows the URL: `http://test.sa2worldsync.com/catalogoom/webforms/webforms/new_article_editor.do?group=1s16h92u1zhuktnz1z1r5xsnwqh`. The application header includes the SA2 | WORLD SYNC logo and the tagline "Master Data Services for Global Commerce". Navigation tabs are labeled "Add", "Edit", "Import", "GDSN state", "Templates", and "Catalogues". The user is logged in as "bb" with GLN: 4002993000001. The main content area is titled "Core Item Information" and contains several sections with input fields and validation status icons (red circles with exclamation marks):

- Identification** (selected):
 - GDSN Transaction Id: [input field]
 - Global Trade Item Number (GTIN): [input field]
 - Additional Trade Item Identification:
 - No.: 1/999
 - Additional Identification: [input field]
 - Additional Identification Type: [dropdown menu]
- Target Market Country Code**: [input field]
- Target Market Description**: [input field]
- Target Market Subdivision Code**: [input field]
- Trade Item Unit Descriptor**: [dropdown menu]
- TradeItemStatus**: ADD (ADD)
- Effective Date**: [input field]
- Publication Date**: [input field]

On the left side, there is a "Search" section with a search bar and "Advanced search" link. Below it is a "Versions" section showing "2008/02/10" with an "ADD" button. A "Legend" section provides "Editor hints" and "Input hints" with various warning and error icons.

The status bar at the bottom left of the application window shows the word "Fertig".

SA2 WebForms: Create & Publish new item

User friendliness: Online Help

WebForms - Product editor - Mozilla Firefox

http://localhost:48080/catalogom/webforms/webforms/prodeditor.do

SA2 | **WORLD SYNC**
Master Data Services for Global Commerce

User name: bb
GLN: 4002993000001

Home | Preferences | Help | Logout

Search

Versions: Current versions

Search item(s): *
Advanced search
Search

Trade item record layout
Use Layout

Packaging hierarchy
888888888888/4002993000001/276
666666666666/4002993000001/276
New packaging item
Packaging item from template
Add

Catalogue Item Confirmation

Suchen: 4000004
Abwärts Aufwärts Hervorheben Groß-/Kleinschreibung

Fertig

Core Item Information

Identification Private Information Description Additional Information Hierarchy Information Dangerous Goods Information

888888888888

Target Market Country Code: 276 GERMANY

Target Market Description: AR

Target Market Subdivision Code: DE

Trade Item Unit Descriptor: Each (Piece) / Base Unit (BASE UNIT OR EACH)

TradeItemStatus: ADD (ADD)

Effective Date: 2008/02/06

SA2 WebForms: Create & Publish new item

User friendliness: Simplified Views to reduce complexity

The screenshot shows the SA2 WebForms Product editor interface in Mozilla Firefox. The browser title is "WebForms - Product editor - Mozilla Firefox". The address bar shows the URL: `http://localhost:48080/catalogom/webforms/webforms/prodeditor.do`. The page header includes the SA2 WORLD SYNC logo and navigation tabs: "Add", "Edit", "Import", "GDSN state", "Templates", and "Catalogues". The user is logged in as "bbfrance" with GLN: 4002993000001. The main content area displays a form for editing a product item, with sections for "Core Item Information", "Core Item Additional Information", "Core Item Further Information", and "Extension: France". The "Extension: France" section is expanded, showing fields for "France Extension" (set to "False (false)"), "Unlot Indicator", "Contexture", "Sanitary Agreement Code", "Country Of Billing", "Number Of Points Per Orderable Unit", "Type Of Transportation Support", and "Transportation Support Quantity". The left sidebar contains sections for "Search", "Trade item record layout", "Packaging hierarchy", and "Catalogue Item Confirmation". The bottom status bar shows the search term "4000004" and the URL: `http://localhost:48080/catalogom/webforms/webforms/prodeditor.do#`.

SA2 WebForms: Create & Publish new item

Flexible Extensions implemented (countries, industries)

WebForms - Product editor - Mozilla Firefox

http://localhost:48080/catalogoom/webforms/webforms/prodeditor.do

Master Data Services for Global Commerce

User name: bb
GLN: 4002993000001

Search

Versions: Current versions

Search item(s): *

Advanced search

Search

Trade item record layout

Use Layout

Packaging hierarchy

8888888888888888/4002993000001/276

6666666666666666/4002993000001/276

New packaging item

Packaging item from template

Add

Catalogue Item Confirmation

Last CIC sender: 0

Last CIC update

Core Item Information

Core Item Additional Information

Core Item Further Information

Extension: 1Sync

Extension: Agentrics Item

Extension: AV Pair

Extension: Bar Code / Item ID

Extension: Belgium

Extension: Electronic Games

Extension: European CR

Extension: European Union

Extension: EU Trade Item

Extension: FMCG

Extension: France

Extension: Free Quantity Promotional Trade Item

Extension: GS1 France

Extension: Hardlines

Extension: Movie Publications

Suchen: 4000004

Abwärts Aufwärts Hervorheben Groß-/Kleinschreibung

http://localhost:48080/catalogoom/webforms/webforms/prodeditor.do#

SA2 WebForms: Track & Trace

View messaging

Track and Trace - Mozilla Firefox

http://test.sa2worldsync.com/catalog/track-and-trace/

SA2 WORLDSYNC
Master Data Services for Global Commerce

Home Settings Help Logout

Filter

Filter Options

Transaction-ID:

Date (from):

Date (until):

Sender:

Message type:

Communication protocol:

Hits

back

Message-ID	Transaction-ID	Date	Time	Sender	Receiver	Message Type	Com.protocol
MSG-123-20060110	MSG-123-20060110	2008-02-10	22:00:18	4322862000001 metro	8888888888888888 Test Supplier	CATALOGUEITEMC	file
MSG-123-20060110	MSG-123-20060110	2008-02-10	22:09:05	4322862000001 metro	8888888888888888 Test Supplier	CATALOGUEITEMC	file
MSG-123-20060110	MSG-123-20060110	2008-02-11	00:15:00	4322862000001 metro	8888888888888888 Test Supplier	CATALOGUEITEMC	file
MSG-123-20060110	MSG-123-20060110	2008-02-11	13:48:17	4322862000001 metro	8888888888888888 Test Supplier	CATALOGUEITEMC	file
MSG-123-20060110	MSG-123-20060110	2008-02-11	13:50:40	4322862000001 metro	8888888888888888 Test Supplier	CATALOGUEITEMC	file

Page 2 of 2 | Group transactions | Displaying topics 11 - 15 of 15

Details

User view | Message view | System log | Process view

Name:
file:///opt/pirobase-pim/pim_opera/var/messaging/gdsn/deposit/4322862000001/CATALOGUEITEMCONFIRMATION_4322862000001_8888888888888888_1000
ID:MSG-123-20060110
Transaction-ID:MSG-123-20060110
Date:2008-02-11

http://test.sa2worldsync.com/catalog/track-and-trace/#

Summary - Conclusion

Collaboration is the KEY for GDSN's Success

Working with GS1 Partners and Certified Data Pools...

Step 1:

Defining markets & sectors - agreeing on joint project plan

- Targeting and approaching user community together
- Leveraging existing customer interests and existing infrastructure
- Focus net new growth / adoption

Step 2:

Moving into an official project agreement:

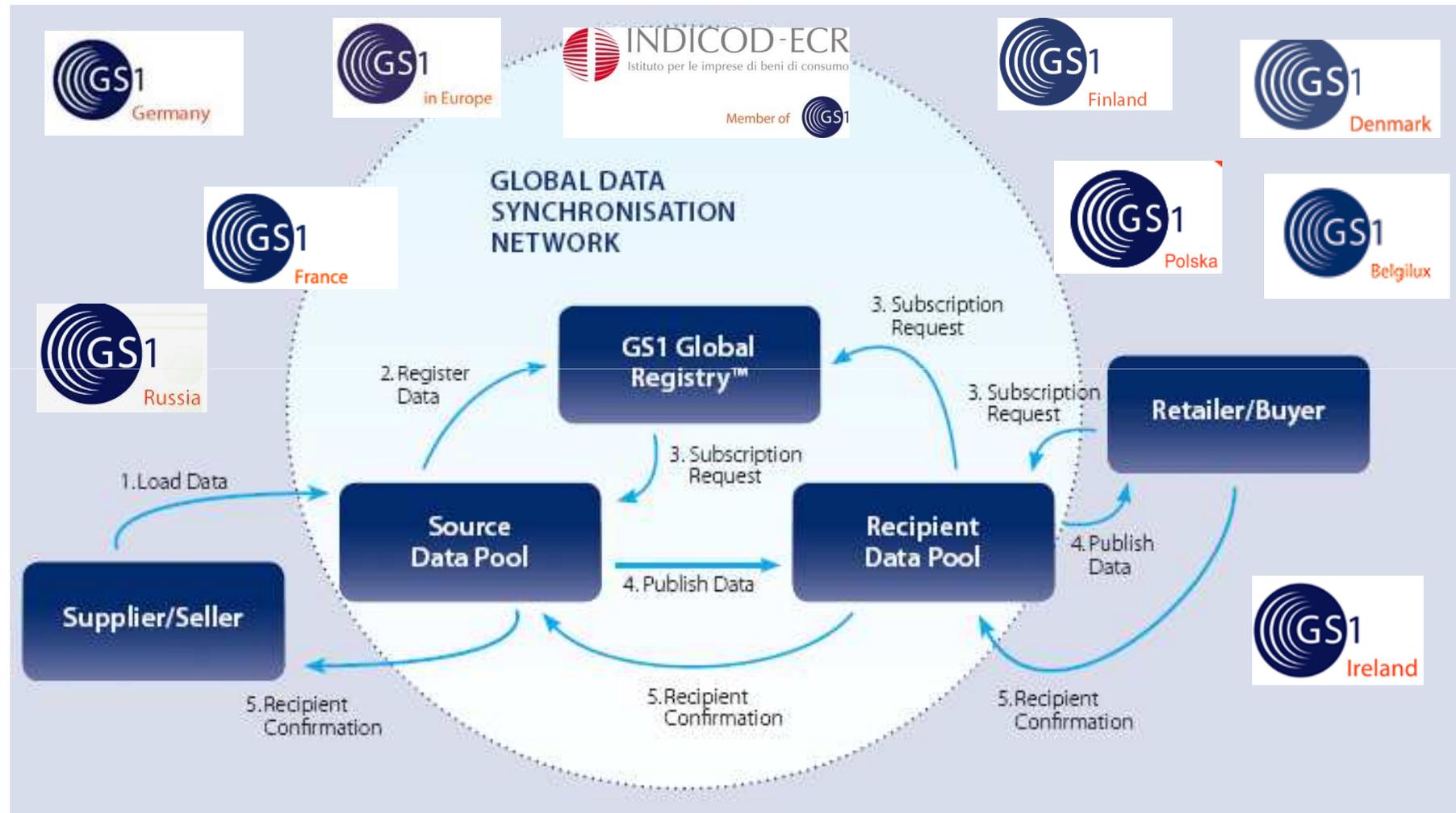
- Establishing firm execution plan:
 - Target Market
 - Management Team
 - Business Plan, KPIs
 - Timelines

Key Message(s) to Italian User Community

- GDSN Concept is becoming a REALITY
 - Adoption will grow substantially in next 24 months
 - Large retailers have started mandating GDSN based (high quality) data in all geographies
- **Data Quality Services** gaining importance – many retailers / suppliers mandate their GDSN-certified global data pools to resolve the “data quality” issue
- **Tools and web-based applications (SA2 WebForms)** are key for quick and quality Master Data Integration
- GS1 Organizations and Data Pools with established **Network of Partners**, GDSN certification and on-boarding services could provide the most efficient engagement to GDSN World
- **hence...**

2009 is the year for GLOBAL ADOPTION

Join the GDSN Community – Share the Benefits NOW





SA2

WORLDSYNC

Master Data Services for Global Commerce

**Thank you for your
Attention.**